

Section 9: Naughty or Nice: Checklists

Checklist Marks the Spot

Using risk exposure questionnaires and checklists helps agency staff to better understand their customers' operation, gathers the appropriate underwriting information, identifies gaps in coverage, and serves as valuable customer file documentation. The Big "I" provides a tool to help agents with risk exposure analysis called the Big "I" Virtual Risk Consultant which is available exclusively to Big "I" members (www.iiaba.net/VRC). We asked the panel counsel attorneys from Swiss Re Corporate Solutions if they recommend the use of risk exposure questionnaires and E&O coverage checklists and what are the considerations? Below are their responses:



- ✓ Questionnaires and checklists should be utilized consistently and in full, completed in their entirety.
- ✓ Checklists are a ready way for agency staff to double check to make sure that all relevant information has been provided to the customer and all of the customer's needs touched upon
- Beware that questionnaires and checklists often don't adequately address the amount of the coverage needed – always offer higher limits
- The agency procedures manual should define when questionnaires and checklists are used (new and renewal business) and this should be adhered to by all employees
- Be aware of the applicable standard of care and duty to advise in the state in which you are doing business, as questionnaires and checklists could potentially broaden the scope of that duty
- ✓ Checklists should be comprehensive, signed by the customer, and updated annually
- ✓ Use of checklists can increase sales and improve the relationship with the customer